

Amendments to the Claims:

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Original): A method of making a juice beverage, said method comprising
 - a) combining a fruit juice with 0.15 to 3% by weight of polyvinyl pyrrolidone (PVP) or polyvinyl polypyrrolidone (PVPP) to form a precipitate containing polyphenolic compounds;
 - b) removing said precipitate from said fruit juice; and
 - c) adding at least 0.01% by weight of an isoflavone composition to said fruit juice to produce said beverage, said isoflavone composition comprising:
 - i) two or more isoflavones, wherein said isoflavones represent about 15% to about 70% by weight of the composition; and
 - ii) about 0.5% to about 30%, by weight, of a hydrophilic polymer, wherein said isoflavone composition, upon preparation of a mixture of about 0.03% by weight of the composition in water, exhibits a transmittance at 500 nm of at least 75%, wherein said beverage exhibits a transmittance at 600 nm that is increased at least 15% relative to the transmittance of a corresponding beverage prepared without removing said polyphenolic compounds.
2. (Original): The method of claim 1, wherein removing said precipitate comprises filtration or centrifugation.
3. (Original): The method of claim 1, wherein said fruit juice is an apple, cranberry, orange, or grape juice concentrate.
4. (Original): The method of claim 1, wherein said increased transmittance of said beverage is maintained upon storage of said beverage for at least 30 days at a temperature ranging from about 4°C to about 25°C.
5. (Original): The method of claim 1, wherein said beverage exhibits a transmittance at 600 nm that is increased at least 30% relative to the transmittance of a corresponding beverage prepared without removing said polyphenolic compounds.

6. (Original): The method of claim 1, wherein said beverage exhibits a transmittance at 600 nm that is increased at least 50% relative to the transmittance of a corresponding beverage prepared without removing said polyphenolic compounds.

7. (Original): The method of claim 1, wherein said hydrophilic polymer is selected from the group consisting of PVP, PVPP, polyvinyl formyl, polyvinyl alcohol, polypropylene glycol, polyvinyl caprolactam, polyethylene oxide, polyethylene glycol, and polyvinyl N-methyl pyrrolidone.

8. (Original): The method of claim 1, wherein said hydrophilic polymer is PVP.

9. (Original): The method of claim 1, wherein said transmittance of said composition is at least 85%.

10. (Original): The method of claim 1, wherein said transmittance of said composition is at least 95%.

11. (Original): The method of claim 1, wherein said isoflavones represent about 25% to about 65% by weight of the composition.

12. (Original): The method of claim 1, wherein said isoflavones represent about 35% to about 55% by weight of the composition.

13. (Original): A method of making a juice beverage, said method comprising

a) combining a fruit juice with 0.15 to 3% by weight of PVP and at least 0.01 % by weight of an isoflavone composition to form a precipitate containing polyphenolic compounds endogenous to said fruit juice, said isoflavone composition comprising:

i) two or more isoflavones, wherein said isoflavones represent about 15% to about 70% by weight of the composition; and

ii) about 0.5% to about 30%, by weight, of a hydrophilic polymer, wherein said isoflavone composition, upon preparation of a mixture of about 0.03% by weight of the composition in water, exhibits a transmittance at 500 nm of at least 75%; and

b) removing said precipitate from said fruit juice to produce said fruit beverage, wherein said beverage exhibits a transmittance at 600 nm that is increased at least 15% relative to the transmittance of a corresponding beverage prepared without removing the polyphenolic compounds endogenous to said fruit juice.

14-15. (Canceled).

16. (Original): A method of making an isoflavone composition, said method comprising

- a) providing an organic plant extract containing two or more isoflavones and at least one organic solvent;
 - b) combining said organic plant extract with about 0.5% to about 30% by weight of a hydrophilic polymer to produce a combined extract;
 - c) replacing said at least one organic solvent in said combined extract with an aqueous solution to produce an aqueous extract; and
 - d) concentrating said aqueous extract to produce said isoflavone composition,
- wherein: said isoflavone composition contains two or more isoflavones, said isoflavones representing about 15% to about 70% by weight of said isoflavone composition, and said isoflavone composition, upon preparation of a mixture of about 0.03% by weight of said isoflavone composition in water, exhibits a transmittance at 500 nm of at least 75%.

17. (Original): A method of making an isoflavone composition, said method comprising:

- a) providing a starting composition comprising two or more isoflavones;
- b) combining said starting composition with a hydrophilic polymer to produce an isoflavone-polymer mixture, wherein either said starting composition or said hydrophilic polymer is an aqueous solution, and wherein the final concentration, by weight, of said hydrophilic polymer in said isoflavone-polymer mixture is from about 0.5% to about 30%; and
- c) heating said isoflavone-polymer mixture; and
- d) concentrating said isoflavone-polymer mixture to produce said isoflavone composition, wherein: said isoflavone composition contains two or more isoflavones, said isoflavones representing about 15% to about 70% by weight of the composition, and said isoflavone composition, upon preparation of a mixture of about 0.03% by weight of said isoflavone composition in water, exhibits a transmittance at 500 nm of at least 75%.

18. (Original): A method of making an isoflavone composition, said method comprising:

- a) providing a starting composition comprising two or more isoflavones;
- b) combining said starting composition with a hydrophilic polymer to produce an isoflavone-polymer mixture;
- c) suspending said isoflavone-polymer mixture in an aqueous solution to result in a final concentration of about 0.5% to about 30% by weight of the hydrophilic polymer;

d) heating said aqueous isoflavone-polymer mixture; and

e) concentrating said aqueous isoflavone-polymer mixture to produce said isoflavone composition, wherein: said isoflavone composition contains two or more isoflavones, said isoflavones representing about 15% to about 70% by weight of said isoflavone composition, and said isoflavone composition, upon preparation of a mixture of about 0.03% by weight of said isoflavone composition in water, exhibits a transmittance at 500 nm of at least 75%.